

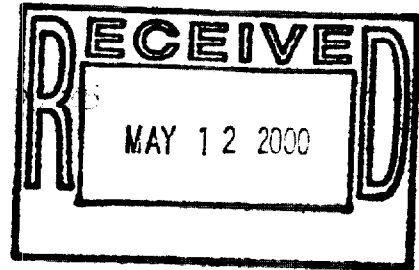


Bee-Alive, Inc.

70717

May 8, 2000

Food and Drug Administration
Office of Special Nutritionals (HFS-450), 2100 MAY 26
Center for Food Safety and Applied Nutrition
200 C Street, SW
Washington, DC 20204



Dear Sirs:

Notice is hereby given pursuant to the requirements of section 403 (r)(6) (21 U.S.C. 343(r)(6) of the Federal Food, Drug, and Cosmetic Act and in accordance with the requirements of 21 CFR 101.93, that Bee-Alive, Inc., 7 New Lake Road, Valley Cottage, NY has commenced marketing a dietary supplement bearing the following statement(s) on the label and/or in the labeling:

- 1) Remember When's unique formulation combines our superior non-freeze dried Royal Jelly with wonderful herbs known to support memory, focus and concentration. Blending the ancient Oriental herb Ginkgo Biloba with the Russian herb Rhodiola Rosea, the traditionally used ayurvedic herb Gotu Kola and natural honey, this liquid formula is designed to enhance memory and mental clarity.
- 2) For centuries, Ginkgo Biloba and Gotu Kola have been cherished by Eastern cultures for their memory supporting benefits. Bee-Alive's *Remember When* combines these natural ingredients with our superior non-freeze dried Royal Jelly, creating a truly unique formula designed to nutritionally support memory, concentration and mental clarity.

INGREDIENTS THAT ARE SUBJECT TO CLAIM:

Ginkgo Biloba Leaf Extract
Rhodiola Rosea Root Extract
Gotu Kola Fresh Leaf Extract

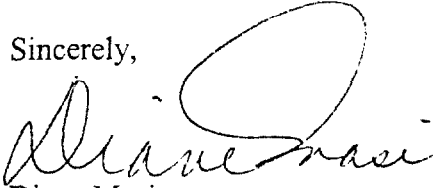
NAME OF SUPPLEMENT:

Remember When

The undersigned certifies that the information contained in this notice is complete and

accurate and that Bee-Alive, Inc. has substantiation that the statements are truthful and not misleading.

Sincerely,

A handwritten signature in cursive script, appearing to read "Diane Masi". The signature is written in dark ink and is positioned above the printed name.

Diane Masi
Senior Vice President of Marketing

DM/bb